

ORDER

**KSNV**

Orders
Order / Rev: 105170
Alt Order #: 06838767
Product Desc: OCEGUERA FOR CONG
Estimate: 1558
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Oceguela for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	24	\$18,575.00	\$15,788.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	24	\$18,575.00	\$15,788.75	0.00
Totals	24	\$18,575.00	\$15,788.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	37%	\$18,575.00
Market	100%	\$50,202.70

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$13,052.70
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$9,538.51
KTUD	0%	\$0.00
KVVU	16%	\$8,032.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,004.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	08/14/12	08/20/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	MTWTF--			2		\$400.00		0.00				

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1	KSNV	08/14/12	08/20/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					2	\$400.00		0.00			
2	KSNV	08/14/12	08/20/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
				WAKE UP WITH THE WAGNERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					3	\$700.00		0.00			
3	KSNV	08/14/12	08/20/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					2	\$1,400.00		0.00			
4	KSNV	08/18/12	08/18/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				SATURDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-					1	\$625.00		0.00			
5	KSNV	08/19/12	08/19/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				TODAY ON SUNDAY no pgm 8/5, 8/12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$625.00		0.00			
6	KSNV	08/14/12	08/20/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					3	\$500.00		0.00			
7	KSNV	08/14/12	08/20/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					2	\$325.00		0.00			
8	KSNV	08/14/12	08/20/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					2	\$425.00		0.00			
9	KSNV	08/14/12	08/20/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					1	\$325.00		0.00			
10	KSNV	08/14/12	08/20/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					1	\$600.00		0.00			
11	KSNV	08/14/12	08/20/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					2	\$1,000.00		0.00			
12	KSNV	08/14/12	08/20/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					2	\$1,100.00		0.00			
13	KSNV	08/18/12	08/18/12		CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

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Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-			1			\$1,100.00		0.00			
N 14	KSNV	08/16/12	08/16/12	Thurs PR 8-9p	CM	8-9pm	---T---	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
Thursday Prime 8-9pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---			1			\$2,400.00		0.00			
													Totals	24	\$18,575.00